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March 8, 2021

Louisiana Board of Ethics  
617 North Third Street  
LaSalle Building, Suite 10-36  
Baton Rouge, LA 70802

Greetings,

I am Audrey Pugh, a part time (WAE) employee with the Louisiana Department of Education. I am responsible for grants and contracts management for Early Childhood. My title is Education Program Consultant 1.

I am also the Executive Director of a youth development and empowerment organization called the Youth Character Camp LLC. Youth Character Camp (YCC) is a family business dedicated to improving the lives of young people in our community. My family has been committed to helping our community, in an informal capacity, decades prior to the formalizing of the Youth Character Camp on May 2, 2018, which coincided with my mother's 100<sup>th</sup> birthday.

The purpose of this correspondence is to determine if there is a conflict of interest if I provide youth activities to public and private entities while being employed by LDOE. The activities are outlined below and are catered to middle and high school students. Some 4<sup>th</sup> and 5<sup>th</sup> grade students have participated in the past.

- **Deliverables:** All services will be provided on the local school or facility site if possible. Class sizes will adhere to social distancing requirements. Program staff for each class will consist of a facilitator and a minimum of two peer advisors for each class of 10 or less. Additional facilitators and peer advisors may be required for each additional 10 student increase.
  - **Deliverable 1:** Each class will engage in a one-hour interactive session of the **TAGLINE** Game. Upon completion of the game, each student will be given a list of positive character traits to use to develop a tagline that describes themselves.
  - **Deliverable 2:** Development of individual student vision boards. Students will be given a list of items to include on a "Vision Board" that describes the positive opportunities for their future. Students will present their Vision Boards to the class.

- **Deliverable 3:** YCC staff will work with individual students to ensure they understand the specific educational requirements to accomplish the career they have listed on their vision board.
- **Deliverable 4:** If a student aspires to be a business owner, YCC staff will assist students in developing an 8 step business plan. YCC staff will guide students in presenting their business plan to the class using effective communication skills.
- **Deliverable 5:** A week long customizable Character Development Camp is available for groups (sport teams, church groups, clubs, etc.) which includes Deliverables 1-4 plus daily lessons on selected character development traits from the book *What Do You Stand For? (A Kid's Guide to Developing Character)* by Barbara A. Lewis.

*Specifically, I would like to know if I am violating any federal, state or local regulations if:*

- 1. I provide these services for a fee to provide customers*
- 2. I provide these services for a fee through a federal, state, or local contract.*
- 3. Members of my immediate family will be involved in providing these services since this is a family business.*

*I look forward to your response.*

*Audrey Veal Pugh  
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# **TAGLINE**

## **A Game of Adjectives**

*What is a **tagline**? A reiterated word or phrase identified with an individual, group, place, or product*

*What is an **adjective**? An adjective is a word or phrase that describe the qualities or states of being of nouns? Adjectives modify nouns.*

*What is a **noun**? A word used to identify a person, place or thing.*

**Purpose:** *The Tagline Game was created by The Youth Character Camp (YCC) to enhance the organization's mission to develop and empower youth to believe they can be all they desire to be when they think, feel and behave in a positive manner. The Tagline Game adds fun to a basic part of English/Language Arts while allowing students to develop confidence in their personal abilities. The game encourages the development of partnerships with school system, higher education institutions, faith-based organizations, business, government and others. This allows YCC to be part of a network which improves and strengthens access to services that develop youth academically, physically and emotionally.*

### **Game Concept and Instructions:**

The Youth Character Camp is based on the fundamental definition of character: how a person thinks, feels and behaves. We believe that if people, especially youth, can think about themselves in a positive way, they will begin to feel and behave in a positive manner. We express to them that every action, which leads to their destiny, begins with a thought. This is the basis for the development of **TAGLINE: A game of Adjectives**. We know that adjectives describe nouns. We also know that nouns identify a person, place or thing. The objective of the game is to have the students develop a positive tagline for themselves. This will allow them to have an additional defense when they are referred to in a negative way. This game has been tested with students in elementary and middle schools during the 2017-2019 school years. It proved to be engaging and effective.

The game allows students to identify people, places or things, based on the tagline. For example, if the category is business and the tagline is "Just Do It", the students would answer that it was the tagline for Nike. If the category is

basketball and the tagline is “King James” the students would identify that as the tagline for LeBron James.

Our youth are given labels by their peers, as well as adults, which leave a negative and often traumatic long term effect. By creating a positive image for themselves, our youth will have an opportunity to build a better future.

*The COVID-19 global pandemic continues to be a traumatic event for students and families. As a result of COVID-19, students may have lost significant advances or retention in learning. Various published articles express the uncertainty of the impact that school closures will have on student achievement. They all report that the impact will most likely be a negative one. One particular article recommended for review is “How is COVID-19 affecting student learning? Initial findings from Fall 2020” (<https://www.brookings.edu/blog/brown-center-chalkboard/2020/12/03/how-is-covid-19-affecting-student-learning/>)*

**Scope of Services:** *The Youth Character Camp (YCC) proposes the following goals and objectives:*

- **Specific goals and objectives:**
  - **Goal:** *Provide interactive support to basic learning by providing opportunities for youth development and empowerment in a fun and effective manner.*
  - **Objectives:**
    - **Objective 1:** *Realize the impact that negative events have on youth.*
    - **Objective 2:** *Recognize that a student’s negative school experience may be related to a traumatic event.*
    - **Objective 3:** *Respond by providing opportunities for positive experiences that have long term effects*
    - **Objective 4:** *Seek to encourage support for positive experiences*

- **Deliverables:** All services will be provided on the local school or facility site if possible. Class sizes will adhere to social distancing requirements. Program staff for each class will consist of a facilitator and a minimum of two peer advisors for each class of 10 or less. Additional facilitators and peer advisors may be required for each additional 10 student increase.
  - **Deliverable 1:** Each class will engage in a one-hour interactive session of the **TAGLINE** Game. Upon completion of the game, each student will be given a list of positive character traits to use to develop a tagline that describes themselves.
  - **Deliverable 2 (Optional):** Development of individual student vision boards. Students will be given a list of items to include on a Vision Board that describes the positive opportunities for their future. Students will present their Vision Boards to the class.
  - **Deliverable 3: (Optional):** YCC staff will work with individual students to ensure they understand the specific educational requirements to accomplish the career they have listed on their vision board.
  - **Deliverable 4: (Optional):** If a student aspires to be a business owner, YCC staff will assist students in developing an 8 step business plan. YCC staff will guide students in presenting their business plan to the class using effective communication skills.
  - **Deliverable 5: (Optional):** A week long customizable Character Development Camp is available for groups (sport teams, church groups, clubs, etc.) which includes Deliverables 1-4 plus daily lessons on selected character development traits from the book *What Do You Stand For? (A Kid's Guide to Developing Character)* by Barbara A. Lewis.
- **Performance Measures:**
  - **Deliverable 1:** Completion of the Tagline Game and each student has developed their own tagline.
  - **Deliverable 2:** Development of individual student vision boards. Students will present their board using effective communication skills.
  - **Deliverable 3:** Students have a road map of the educational requirements to successfully obtain the credentials for the career indicated on their vision board.

- **Deliverable 4:** Development of individual student business plans. Students will present their business plan using effective communication skills.
- **Deliverable 5:** Performance measures from Deliverables 1-4 plus participation in daily lesson on character development.
- **Monitoring Plan:** (for adherence to contract requirements and completion of work)
  - YCC staff will be present in sufficient ratios to adhere to all federal, state, and local requirements.
- **Costs:**
  - **Deliverable 1:** Each one-hour class session will cost \$200 per hour with a two class minimum. All materials will be provided. Appropriate staff will be available depending on class size. Program staff for each class will consist of a facilitator and a minimum of two peer advisors for each class of 10 or less. Additional facilitators and peer advisors may be required for each additional 10 student increase.
  - **Deliverable 2:** Each one-hour class session will cost \$200 per hour with a two class minimum. Students will provide pictures or drawings for their vision board. Vision Board posters will be provided. A list of suggested items for the vision board will be given to students. . Program staff for each class will consist of a facilitator and a minimum of two peer advisors for each class of 10 or less. Additional facilitators and peer advisors may be required for each additional 10 student increase.
  - **Deliverable 3:** Each one-hour class session will cost \$300 per hour with a two class minimum. Student will be allowed to use their electron devices to browse college admission requirements, college costs, technical school admission requirements, skilled training programs, etc. A format will be provided for students to capture this information. Program staff for each class will consist of a facilitator and a. Program staff for each class will consist of a facilitator and a minimum of two peer advisors for each class of 10 or less. Additional facilitators and peer advisors may be required for each additional 10 student increase.
  - minimum of two peer advisors for each class of 10 or less. Additional facilitators and peer advisors may be required for each additional 10 student increase.

- **Deliverable 4 :** *Each one-hour class session will cost \$300 per hour with a two class minimum. Students will develop the business plan based on the 8 steps outline in Introduction to Business for African American Youth by Abner Mc Whorten. A format will be provided for students to capture this information. Program staff for each class will consist of a facilitator and a minimum of two peer advisors for each class of 10 or less. Additional facilitators and peer advisors may be required for each additional 10 student increase.*
- **Deliverable 5:** *Each week-long session for groups of 10 or less will cost \$1000 per week. Groups over 10 will costs an additional \$500 per week in increments of 10 students. Student class limits are based on social distance requirements. A week normally consists of 4 calendar days unless otherwise specified.*
- *All costs subject to change.*

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